

Exhibit 3

Table 2 – Comparison of Advertising Expense¹⁵

	K4K	CFK
2004	\$ 1,159,377	N/A
2005	2,749,143	N/A
2006	1,221,915	N/A
2007	3,391,639	N/A
2008	5,518,683	\$ 4,292,981
2009	7,104,950	3,136,594
2010	8,169,277	2,667,363
2011	9,883,372	3,568,832
2012	11,264,478	3,246,242
2013	11,778,884	2,761,304
2014	13,076,547	2,301,967
2008-2014 Total	\$ 66,796,191	\$ 21,975,283
All years	\$ 75,318,266	\$ 21,975,283

¹⁵ Sources: K4K0085313.xls, America Can! Form 990's